NING SUMMARY

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Site Type: Niche Network

[www.ning.com](http://www.ning.com)

http://schoolsavings.ning.com/

NING is the world’s largest platform for creating niche Social Websites. It empowers people and makes it easy for brands of all shapes and sizes to build custom and powerful social websites. Its biggest advantage in the market was that it made it incredibly simple for even non-technical users to set up their own social network without requiring any coding and programming knowledge.

### NING Numbers:

* 90,000+ customers worldwide (July 2011)
* 65 M unique monthly visitors globally, 100 M registered user social profiles
* 233 countries and territories worldwide are using NING
* Members of the NING nation are generally affluent, between 30 – 45 years of age
* Nearly 50% of NING sites integrate with external social applications such as Facebook, Twitter and Google+
* Top 5 features on NING Networks: Inbox/Forum, Photos, Member Profiles, Blog, Video
* Top 5 categories of NING Networks: Education, Business/Brand, Entertainment, Music, Non-Profit

### NING is available in three different pricing plans:

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| --- | --- | --- |
| **Mini** | **Plus** | **Pro** |
| For small groups | Advanced features | Built for scale & custom |
| $2.95 monthly or $19.95/year | $24.95 monthly or $239.90/year | $59.95 monthly or $599.90/year |
| 150 members, 1GB, Blog, Photo, Form, Video, Run Ads, Email Marketing Tools, Archive, 2 Ning Apps | Mini + 10,000 members, 10GB, 1 custom domain, Chat, Events, Groups, Member Pages, up to 5 Ning Apps , Ads in header/footer, members can invite others, Facebook, Twitter, etc. sharing/login, Customer CSS/JS, Languages | Plus + unlimited members, 20GB, up to 10 Ning Apps, 3 custom domains, API Access, language filter |

 \*Off course the features, tools, controls, Storage and customization would vary depending on the type of plan you choose. They also offer a 30 day free trial for any of these 3 plans.